

DIGITAL MARKETING GROWTH STRATEGY DOUBLES LEADS

ABOUT TEC-OPTION. Tec-Option manufactures automated assembly and welding equipment, providing flexible modular assembly systems to a wide range of markets, including the automotive, agricultural, defense, and appliance industries. The company's specialty focuses on a patented line of interchangeable tooling modules for automated and robotic weld cells called Tec-FLEX. Tec-FLEX can be thought of as the single minute exchange of dies for welding. Based in Blissfield, Michigan, Tec-Option employs 11 people.

THE CHALLENGE. With a number of industry-leading technologies and successful programs, Tec-Option was seeking new ways to grow the business. Despite expertise in the field, the company struggled to get the word out to potential business prospects about their patented equipment advantages. The company was confident that they built a better product and could demonstrate its advantages to an audience—the difficulty was finding the audience. As a team of engineers, Tec-Option lacked the skills needed to identify, qualify and pursue potential new customers.

MEP CENTER'S ROLE. Tec-Option began a transformational journey with assistance from the Michigan Manufacturing Technology Center (MMTC), a NIST MEP affiliate. The goal of the journey was to implement an affordable, sustainable growth process. First, the company president and three engineers participated in a three-day Sales Acceleration Workshop with MMTC. Next, manufacturing extension agents from MMTC helped the Tec-Option team to shift from cold-calling prospects to using e-mail campaigns for "warm calling." They guided the company in developing a new website, placing more emphasis on the customer's "what's in it for me?" mindset, and shifting the message from technical equipment details to how the equipment solves customer challenges. MMTC also provided assistance in lead generation, leveraging the new website by increasing web traffic. Tracking website analytics and filling the sales funnel became a primary focus for the company, and Tec-Option relied on MMTC for assistance in optimizing the return on investment of sales-driven activities.

Tec-Option now uses metrics to drive decision-making about what type of lead generation activity is required to hit sales goals. The whole Tec-Option team is able to take the guesswork out of selling and instead focus on the numbers. Tec-Option's quality engineer is responsible for tracking and reporting lead-generation metrics, identifying next steps, and leading activities as varied as website revision, blogging, videos, and managing Google advertising campaigns. The marketing budget decreased while website leads doubled, and the company is increasing sales and gaining new customers.

"MMTC was a crucial partner in developing our team into leaders and educating a bunch of engineers about marketing and sales."

-Bryan Domschot, President

RESULTS



Obtained more than
\$1,000,000 in new sales



Reduced marketing budget by
about **50%**



Website is primary source for
qualified leads, which
increased by **100%**

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